

THEATRE
PROJECTS



Wheaton
ARTS
Cultural
Center

Wheaton Arts and Cultural Center
Public Town Hall Meeting - June 20, 2024



Welcome

Natali Fani-González, Councilmember

Ronnie Warner, DGS



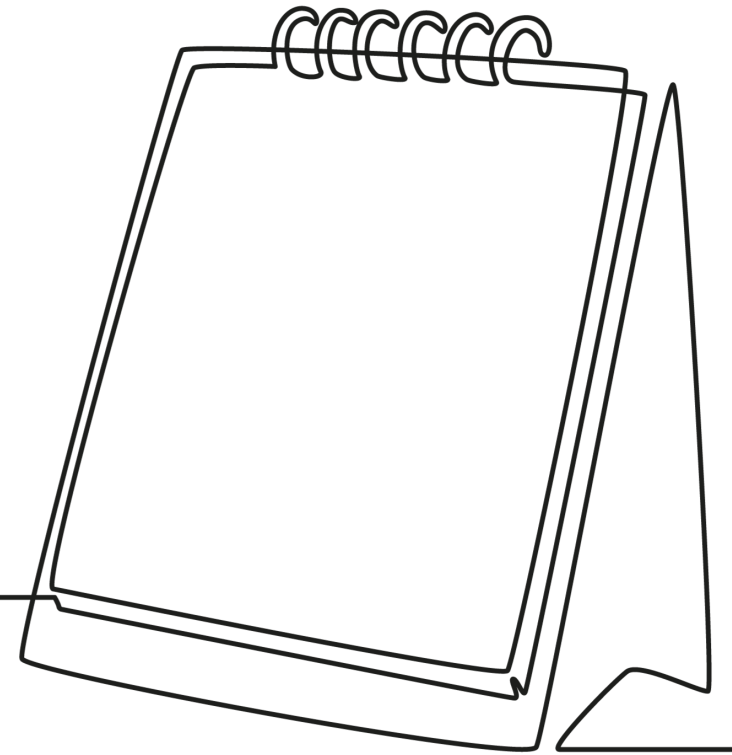
Agenda

Now: Introduction & project context

Next: FAQ overview

6:40pm: FAQ clarification forum

6:55pm: Next steps & closing



Theatre Projects

Paul Brewster McGinley & Daniel Ordower



Theatre Projects is an international team of innovators, designers, and planners.

We've worked on more than 1,500 projects in 80 countries.

Our work embraces traditional performing arts venues, education and innovation spaces, conference facilities, and much more.

Creativity Intimacy Ingenuity Flexibility Effective solutions



OUR EXPERIENCE



BRIC Arts
Brooklyn, New York

Crosstown & Northside Arts
Memphis, Tennessee



UMass, University Hall
Boston, Massachusetts



Saban Discovery Center
Tuscaloosa, Alabama



Frisco Center for the Arts
Frisco, Texas

Project context

Wheaton Arts and Cultural Center



Project team

Montgomery Housing Partnership

- Developer
- Affordable housing project

Montgomery County Department of General Services

- Planning
- Site feasibility
- Design
- Construction

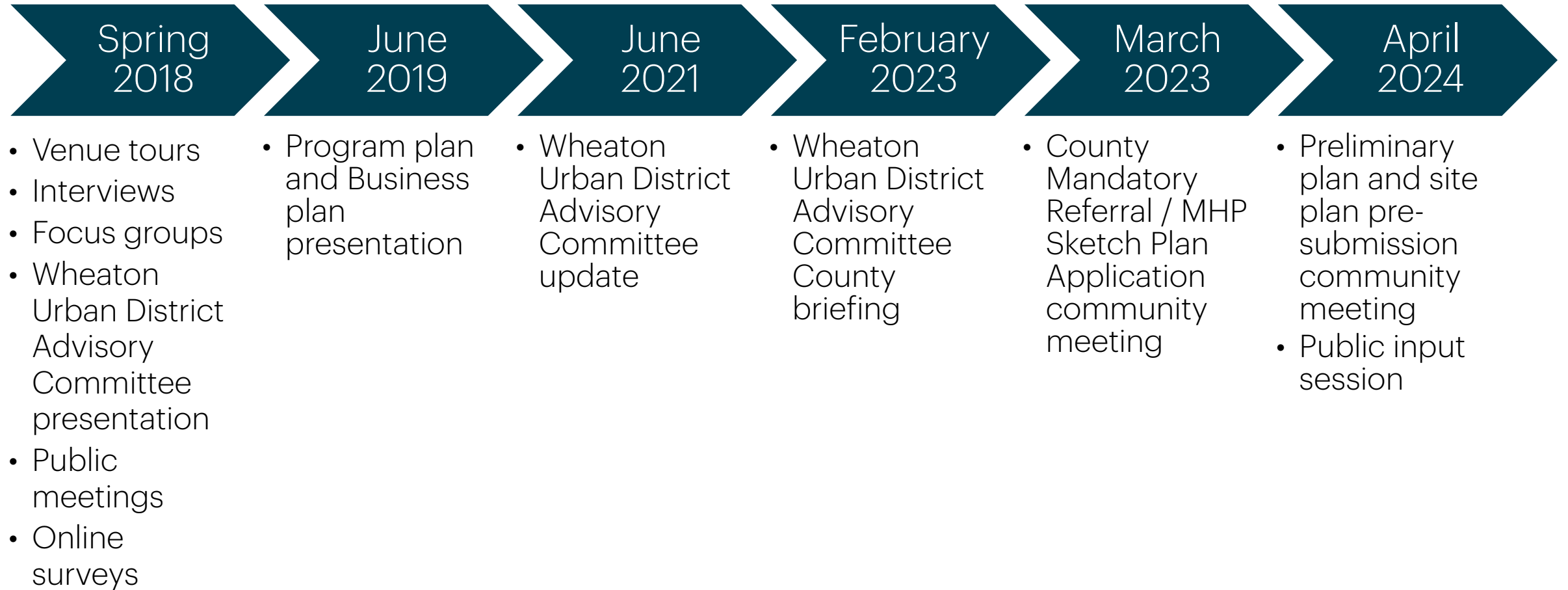
Project background: timeline



Project background: timeline (cont.)

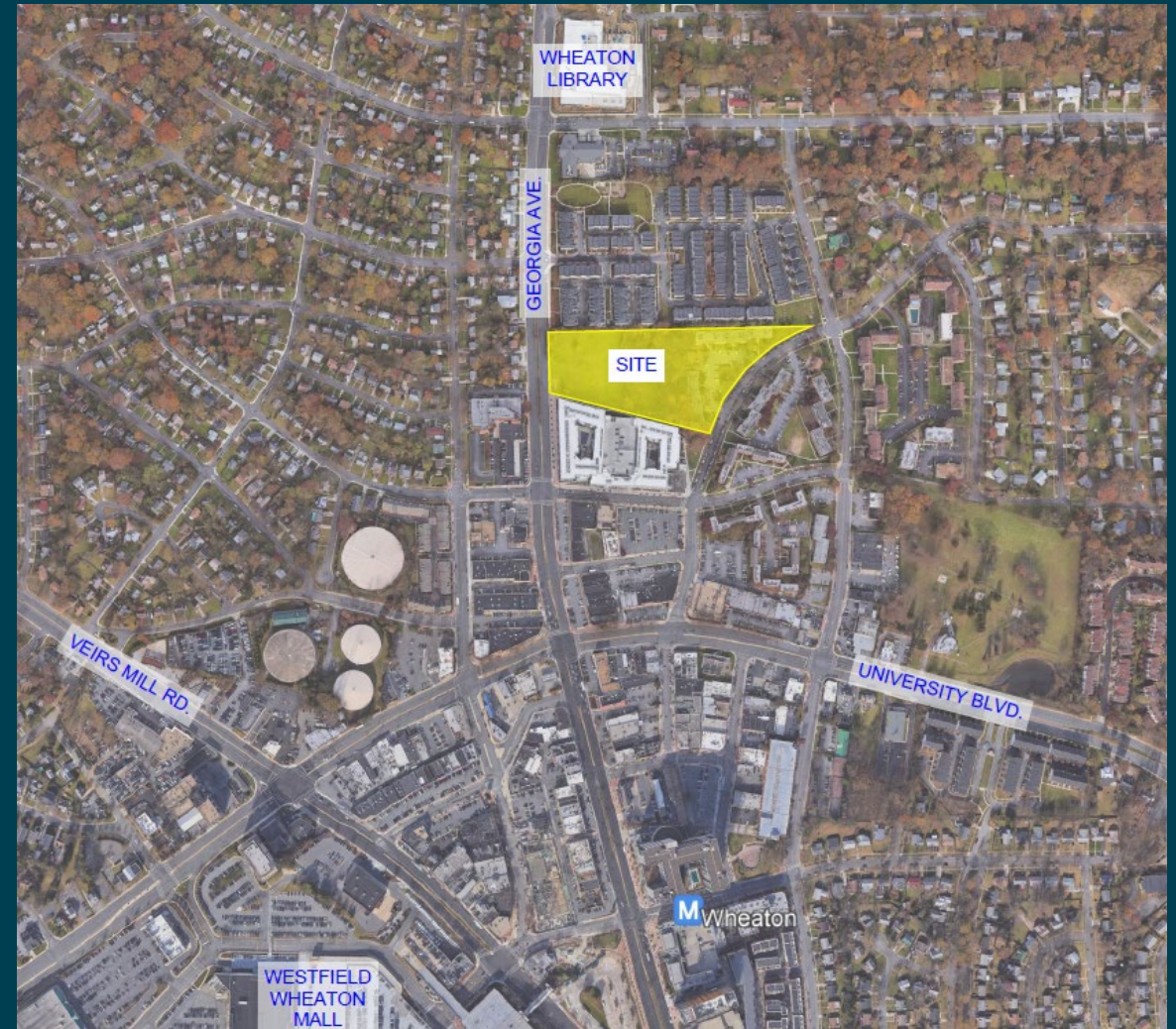


Project background: community outreach



Subject property: 11507 Georgia Avenue

- Performance/event spaces & flexible classrooms/studios on one floor
 - Spacious lobby/art gallery
- Onsite parking garage
 - Approximately 100 dedicated spaces
- Within Wheaton Arts and Entertainment District
- 0.5 mile walk from Wheaton metro station
- Accessible by WMATA and Ride On bus stops
- 0.3 miles south Wheaton Library & Recreation Center
- Co-location with affordable housing project



Source: MHP-Amherst Preliminary Plan and Site Plan –
Pre-submission community meeting
April, 2024

Residences at Amherst + WACC elements

Building 1 along Georgia Avenue

- Wheaton Arts and Cultural Center

Building 2 "L" shaped building

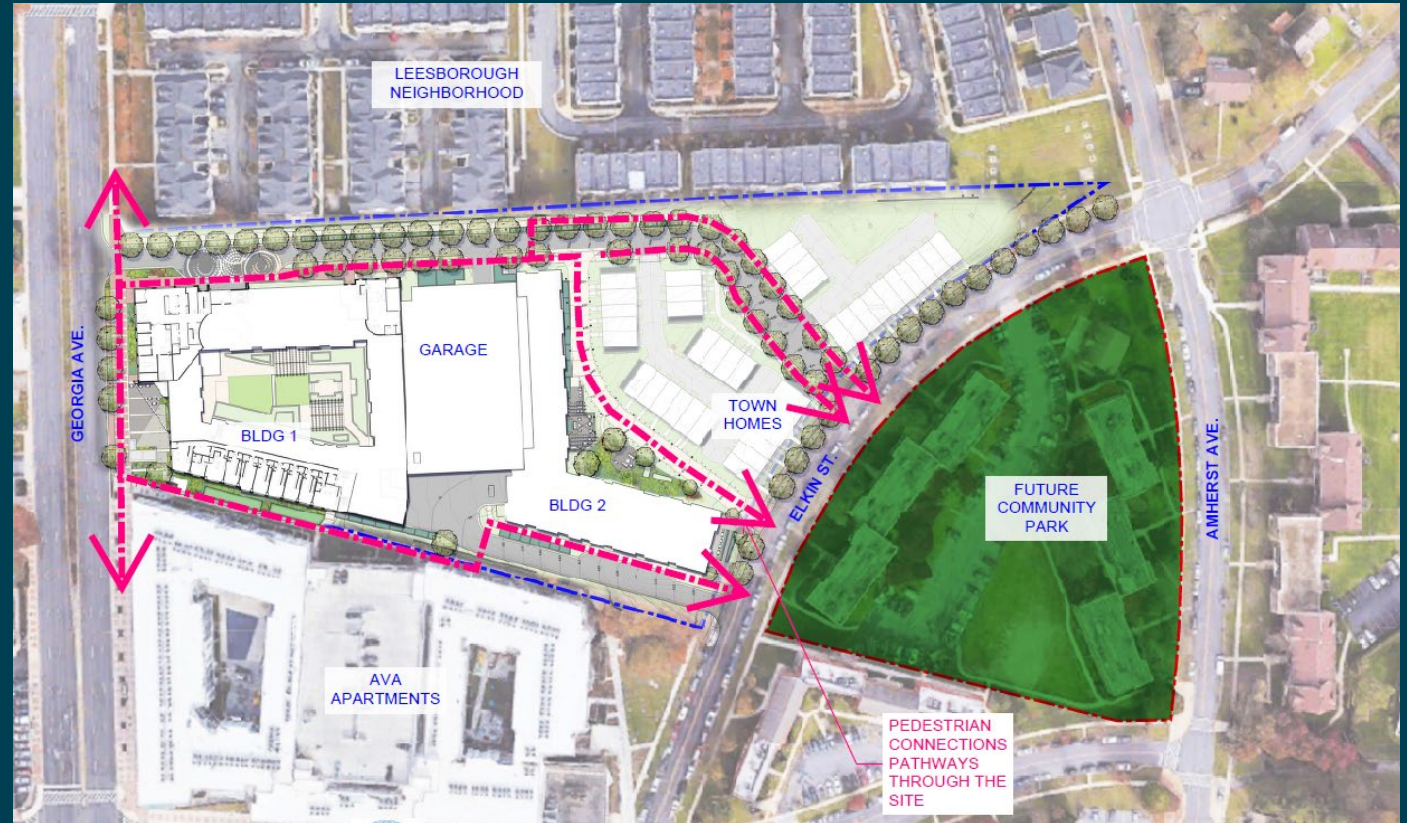
- Potential office space

Up to 320 residential units for both buildings

Northeast portion along Elkin Street

- Up to 39 Townhomes

Parking garage



Source: MHP-Amherst Preliminary Plan and Site Plan –
Pre-submission community meeting
April, 2024

Budget approved by council

FY25 Approved Budget

Budget information:



FUNDING SCHEDULE (\$000s)

Funding Source	Total	Thru FY23	Est FY24	Total 6 Years	FY 25	FY 26	FY 27	FY 28	FY 29	FY 30	Beyond 6 Years
Current Revenue: General	175	48	127	-	-	-	-	-	-	-	-
G.O. Bonds	39,100	-	800	38,300	600	500	11,150	9,400	8,325	8,325	-
Recordation Tax Premium (MCG)	50	45	5	-	-	-	-	-	-	-	-
State Aid	1,000	-	1,000	-	-	-	-	-	-	-	-
TOTAL FUNDING SOURCES	40,325	93	1,932	38,300	600	500	11,150	9,400	8,325	8,325	-

EXPENDITURE SCHEDULE (\$000s)

Cost Elements	Total	Thru FY23	Est FY24	Total 6 Years	FY 25	FY 26	FY 27	FY 28	FY 29	FY 30	Beyond 6 Years
Planning, Design and Supervision	5,075	93	1,932	3,050	600	500	650	650	325	325	-
Construction	35,250	-	-	35,250	-	-	10,500	8,750	8,000	8,000	-
TOTAL EXPENDITURES	40,325	93	1,932	38,300	600	500	11,150	9,400	8,325	8,325	-


















Wheaton Arts and Cultural Center



Project + design updates

Wheaton Arts and Cultural Center

Arts and Cultural Center Program

Space name	Attendees	Intended uses	Intended arts disciplines
Flexible theatre	150 – 300	Performing arts & community events	  
Studio space	100	Gatherings, cultural events, arts instruction, rehearsal, readings	   
Gallery	45	Visual art exhibits	
Flexible classroom	25	Digital arts classes, small gatherings, meetings, table-top visual arts	 
Visual art classroom	25	Painting, drawing, jewelry-making, table-top visual arts	
Arts incubator administrative space	10 – 12	“hot-desk” style workstations, meeting space, administrative resources	   
Administrative space (operator)	4	Offices + box offices	

Design updates based on community feedback



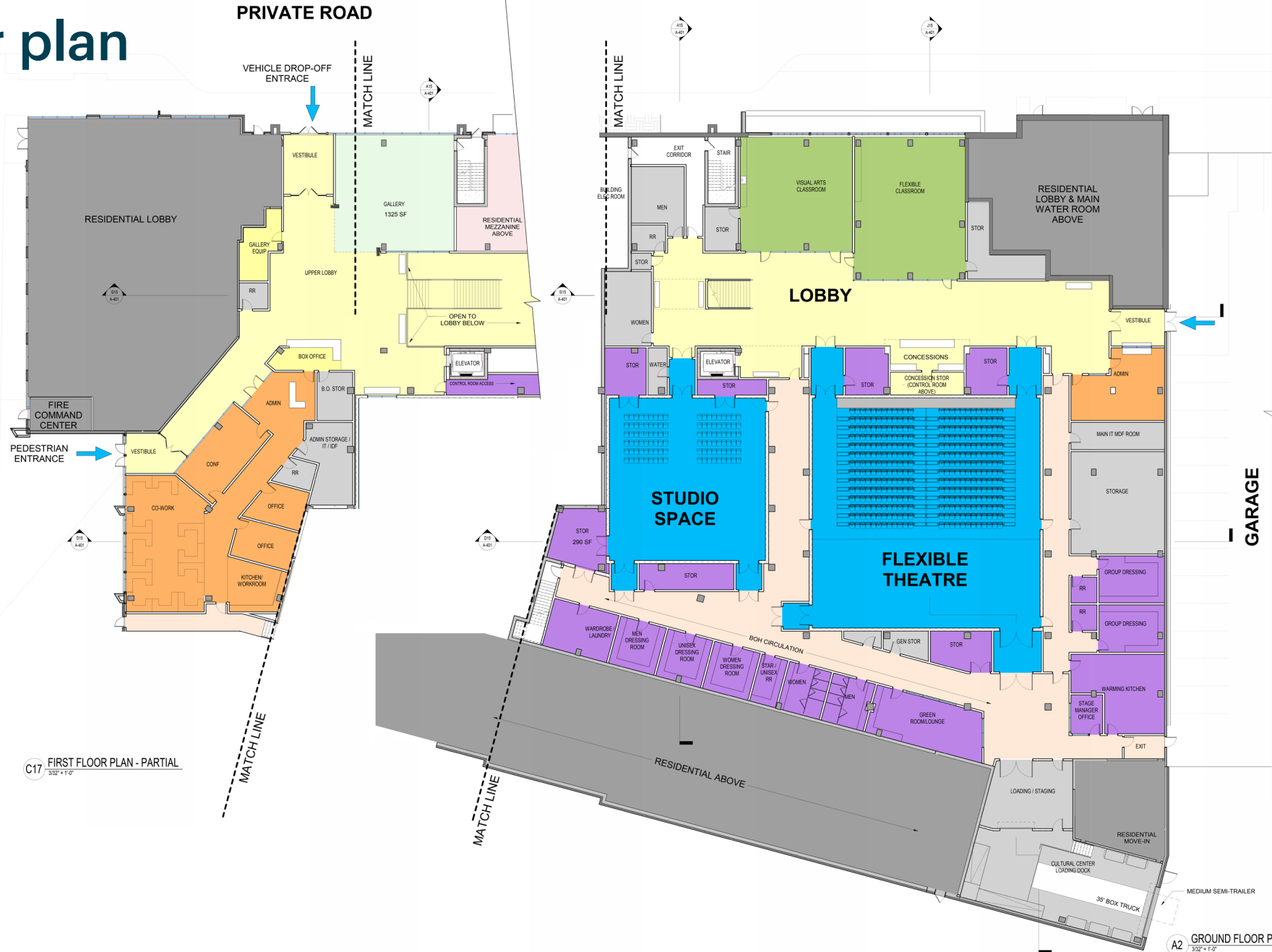
- ✓ Clarified intended use for each program space
- ✓ Aligned classroom use with available infrastructure
- ✓ Redesigned upper and lower lobby
 - ✓ Removed curved walls
 - ✓ Dedicated and securable visual art gallery space at street level
 - ✓ Administration space and box office near parking garage entrance
 - ✓ Restroom placement
- ✓ Increased back of house performer support spaces: +2 dressing rooms, +2 restrooms

Wheaton Arts and Cultural Center



Updated floor plan

GEORGIA AVE



C17 FIRST FLOOR PLAN - PARTIAL
3/22' x 11'0"

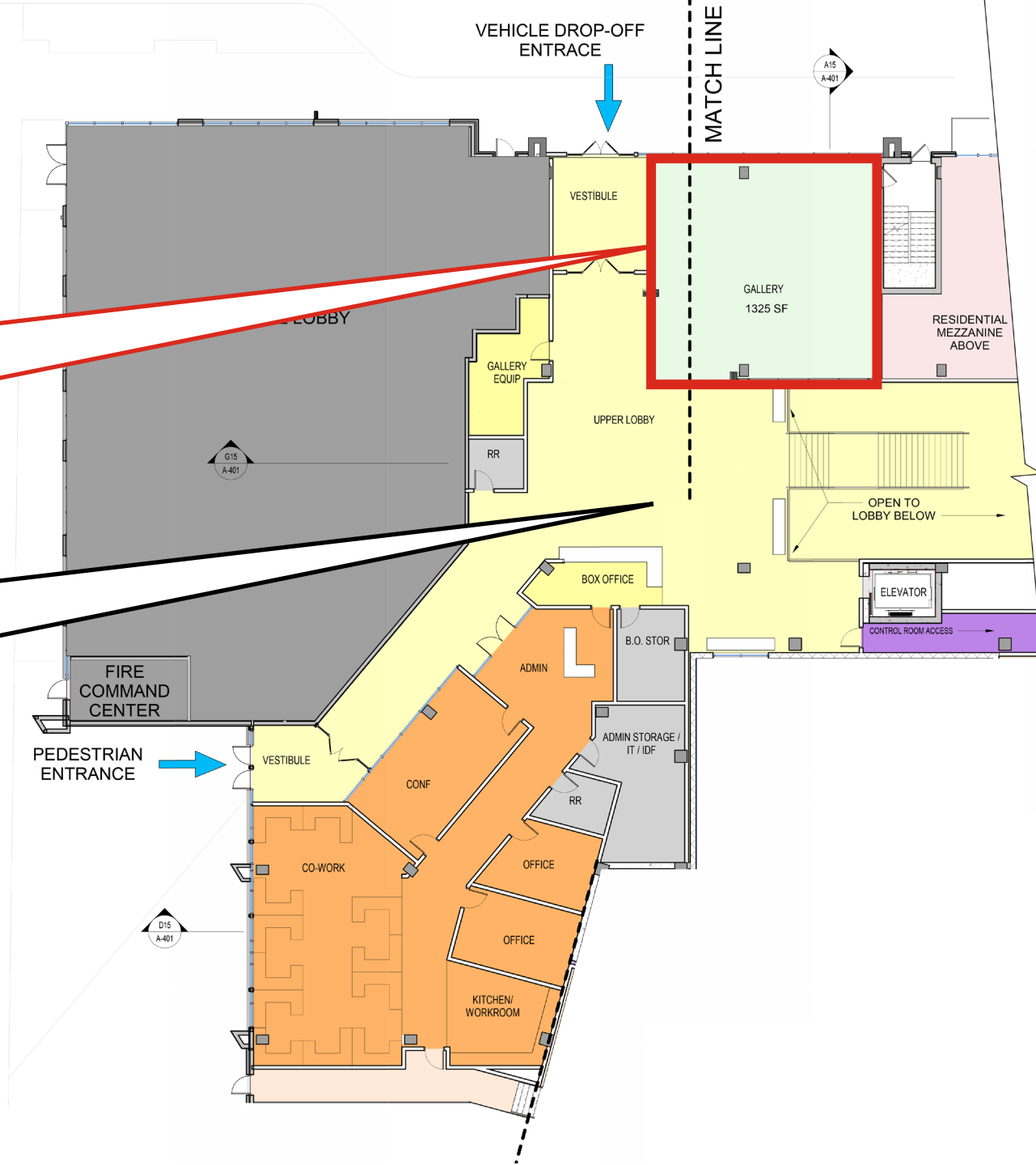
A2 GROUND FLOOR PLAN
3/22' x 11'0"



Updated floor plan 1st floor

Dedicated and securable gallery space with natural light

Redesigned upper lobby



Updated floor plan ground floor

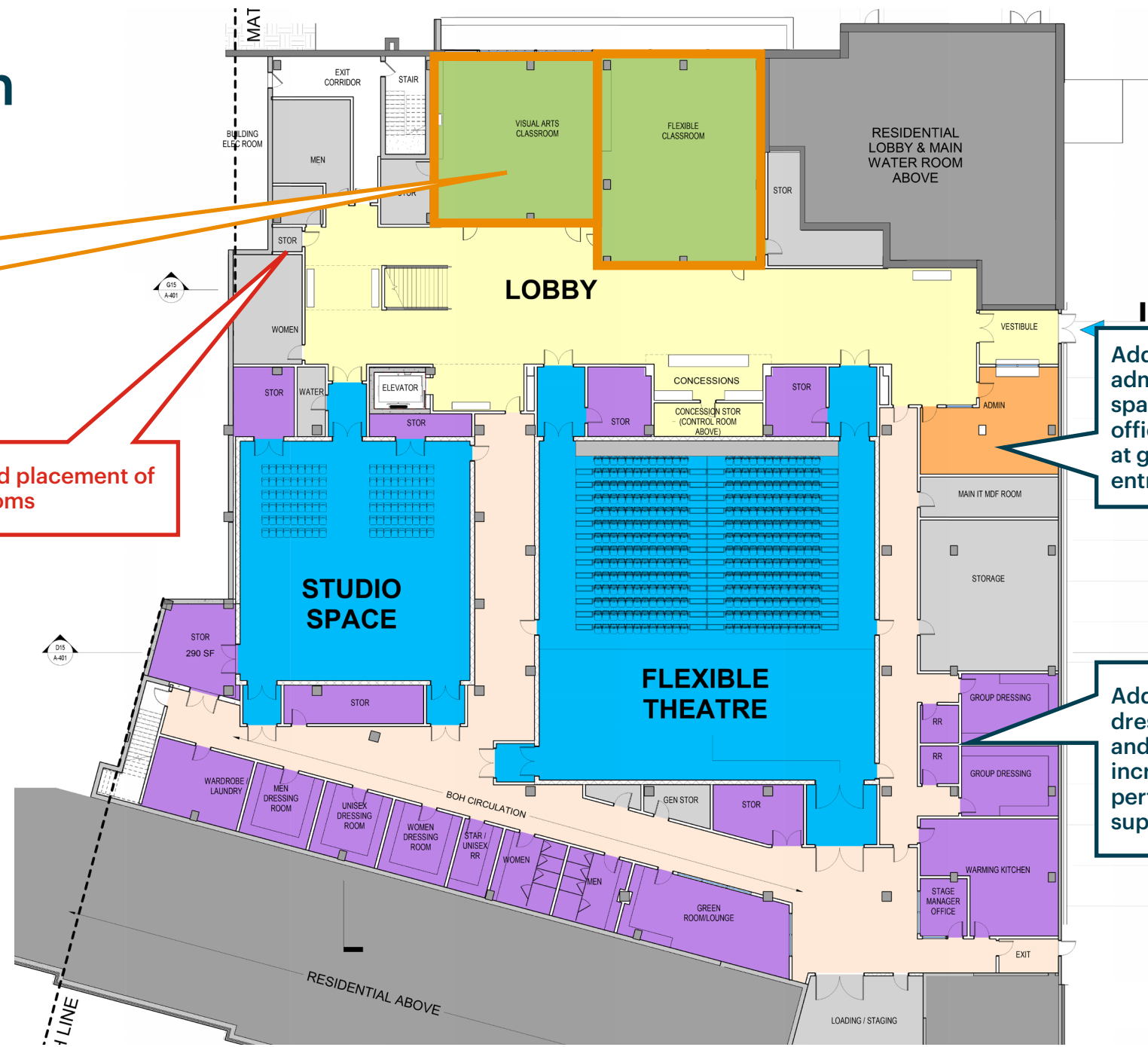
Specified classroom use based on available infrastructure

Revised placement of restrooms

Adjusted orientation of classrooms and studio space to maximize usable space

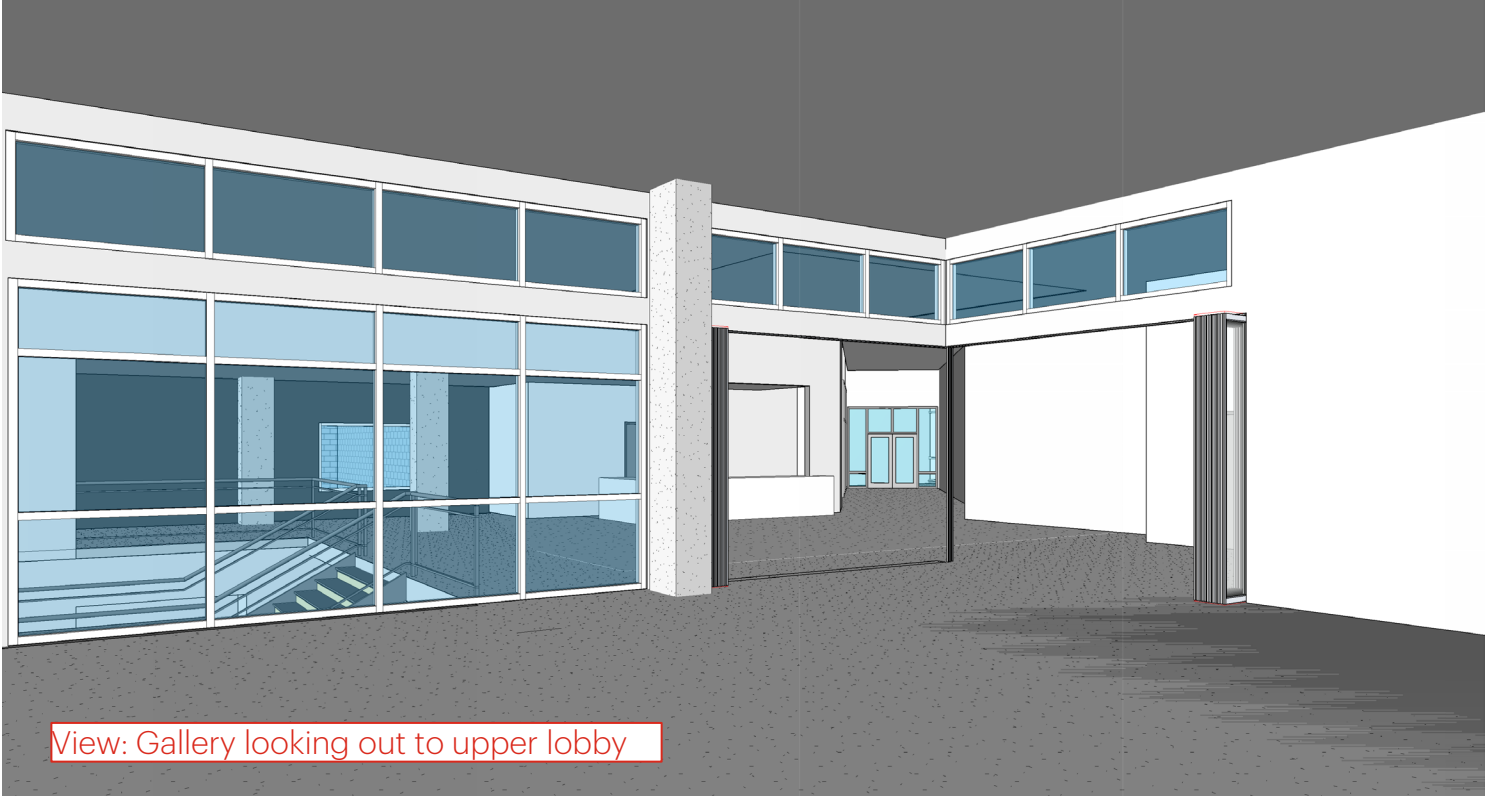
Added flexible administrative space for box office/ other uses at garage entrance

Added two dressing rooms and restrooms for increased performer support space

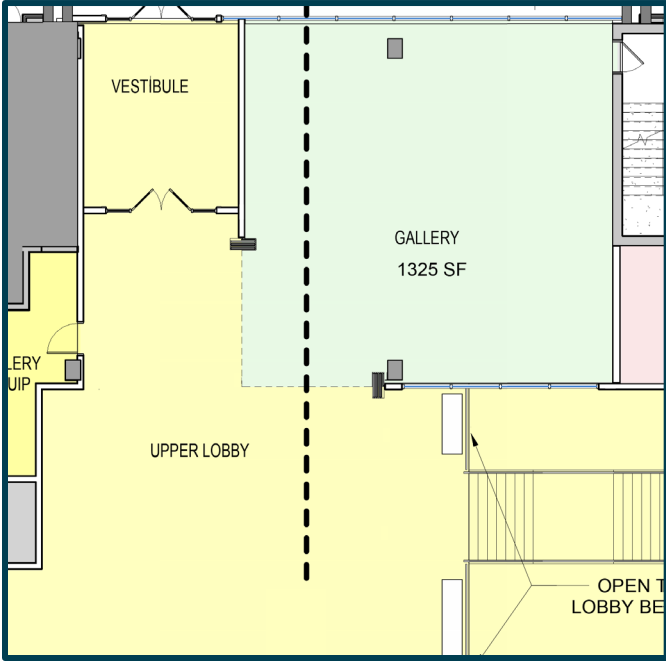


Gallery

- **Dedicated and securable space** for visual artists to exhibit their work
- Centrally located **adjacent to upper lobby**
- Storage for equipment



View: Gallery looking out to upper lobby



View: Upper lobby looking towards gallery

Classrooms: refined vision

Two spaces for workshops and visual art-making

Visual Arts Classroom

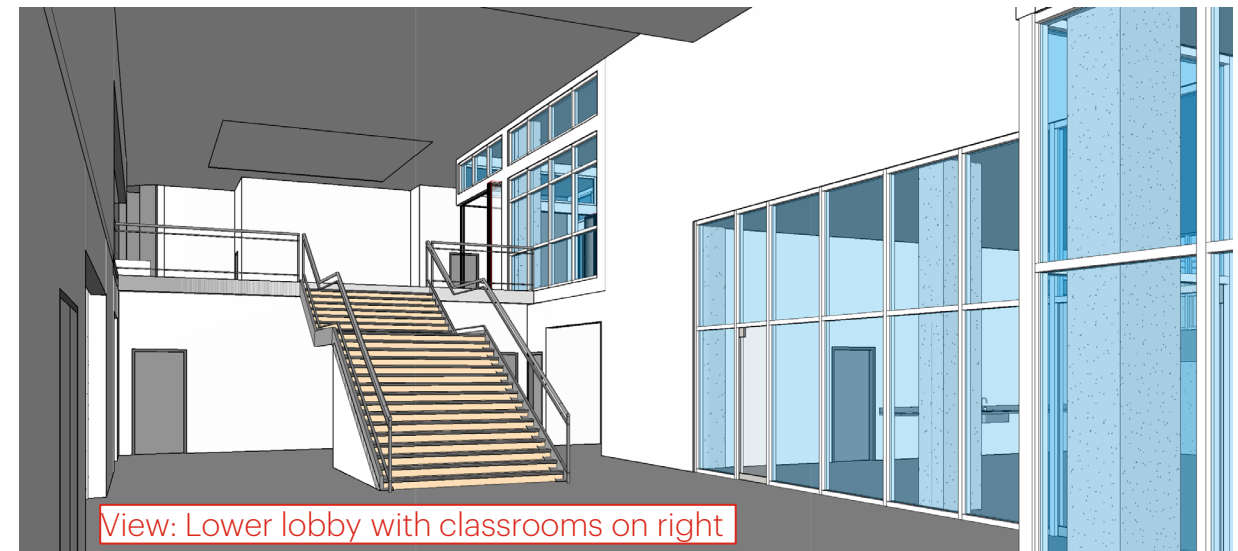
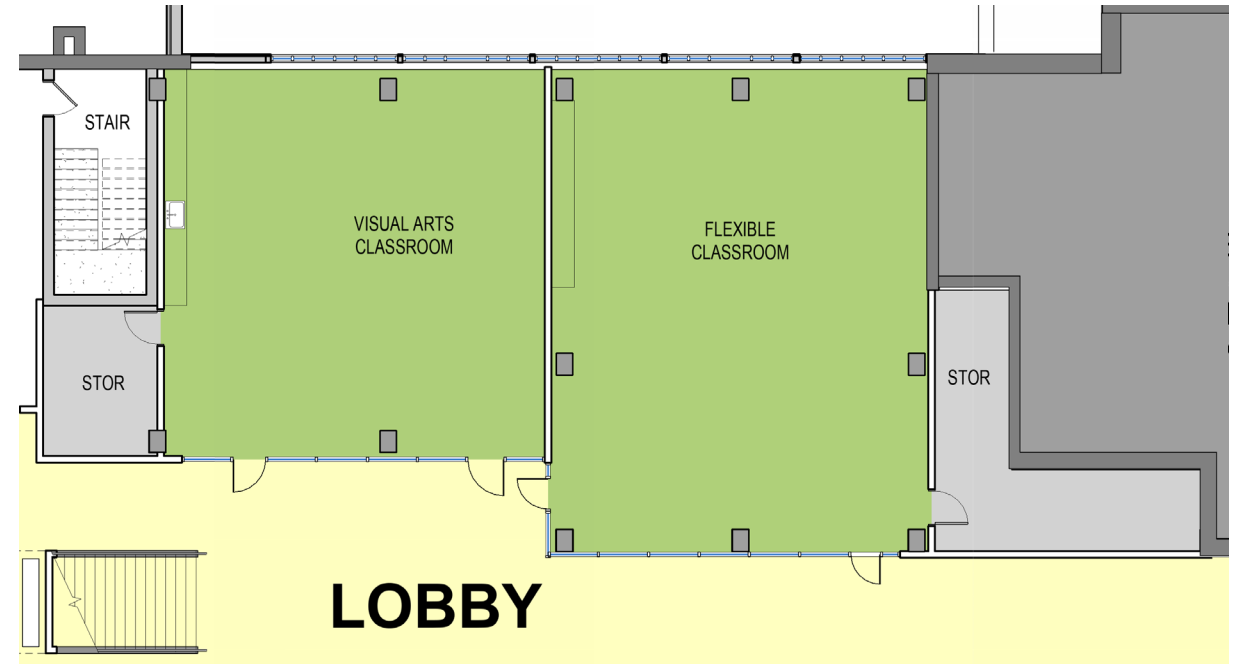
- Designed to serve the broadest possible number of mediums and uses
 - painting, drawing, jewelry, or other table-top arts
- Ventilation for painting and other mediums
- Sink and ample electrical power
- Not well-suited for pottery, large sculpture, metal working, wood working, etc.

Flexible Classroom

- Gathering and teaching space
 - Digital arts classes, smaller community or cultural gatherings, meetings, or table-top visual arts
- Not equipped for dance, movement, or music
- Wi-fi and projection capabilities
- Ample electrical power
- Moveable tables and seating.

Support spaces

- Storage closet per room



View: Lower lobby with classrooms on right

Flexible theatre

Largest public assembly space in the building

Flexibility for a variety of activities:

- Performing arts and community events
- Surface appropriate for dance
- Acoustical sound treatment
- theater, dance, and music performances

May be used as a function space:

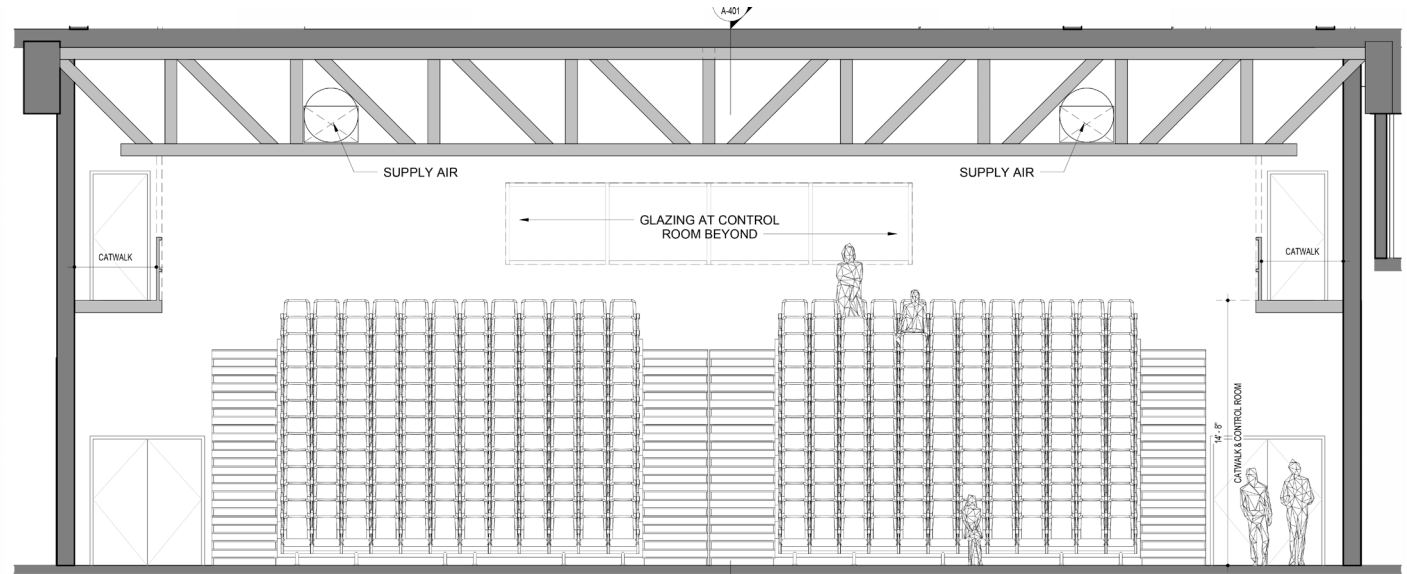
- weddings, private parties, lectures, events
- on-site catering kitchen

Flexible seating options

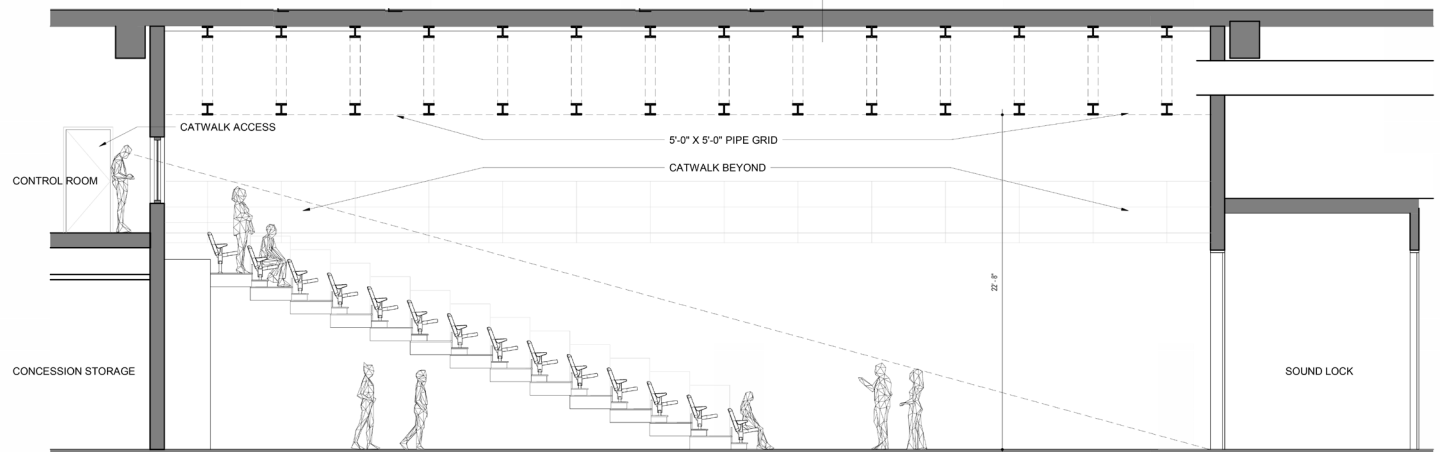
- 150 – 300 seats

Support spaces shared with studio theatre

- Control room
- Dressing rooms (5 rooms, plus restrooms)
- Green room/performer lounge
- Stage manager office
- Wardrobe/laundry
- Storage
- Dimmer / LED & sound rack rooms



D17 SECTION - ENLARGED PERFORMANCE CROSS SECTION
1/4" = 1'-0"



H17 SECTION - ENLARGED PERFORMANCE
1/4" = 1'-0"

Studio space

Community & cultural events, rehearsal, and teaching

Flexibility for a variety of activities:

- Surface appropriate for dance
- Acoustical sound treatment
- Performing arts and community events
- Rehearsals, staged readings, small music ensembles

May be used as a teaching space:

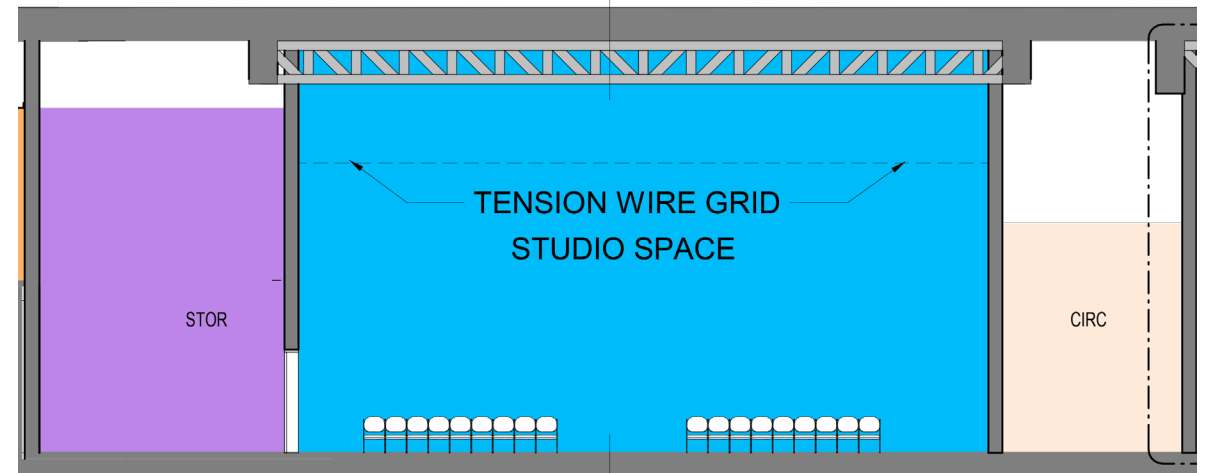
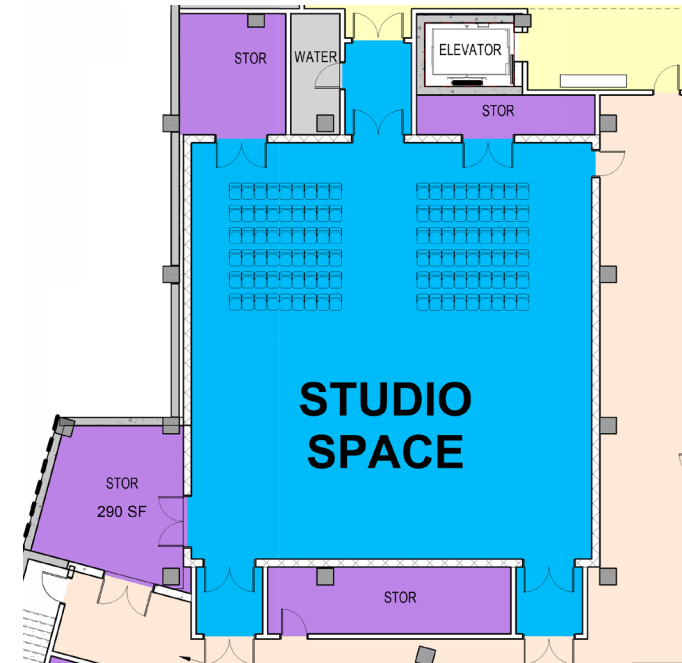
- Performing arts
- Drawing & illustration

Various seating configurations

- Approximately 100 loose chairs

Support spaces

- Control room
- Dimmer / amp rack room
- Performer support shared with flexible theatre



Forum: FAQ clarification

Wheaton Arts and Cultural Center

Next steps

Wheaton Arts and Cultural Center

Next steps

- ❑ Design continues
- ❑ Mid-2026: projected construction start (base building)
- ❑ Future community input for Operator RFP

 opd.dgs@montgomerycountymd.gov

Closing feedback

“I discovered...”

“I am still wondering about...”

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